

Assurity[®]

Social Media Kit

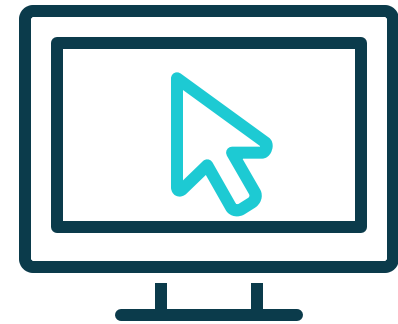
Life Protect⁺ for Small Business

Bundled coverage for life, illness and income



How to use this guide

It's easy to start conversations online with our ready-to-use social media campaign promoting bundled coverage for life, health and income protection coverage for small business owners. Use the convenient calendar so you know exactly when to post for best results – or experiment using our guidelines to find what works best for your customers. Just copy and paste the posts and the included graphic for instant, engaging content on your social media channels.



Where to post

You should post these messages on your existing social media channels – but if you're on multiple platforms, you should consider which audiences you want to reach. **Instagram** users tend to be younger, so it's a good option if you're trying to connect with Millennials or Gen Z customers. If you're aiming for Gen X or Baby Boomers, **Facebook** is the place to go. We don't recommend posting prospecting messages on **X** (formerly Twitter) or **LinkedIn** as they tend to be for news and business networking, respectively.

When to post

Social media posts tend to do better on weekday mornings, but it depends on which platform you're posting on. Here are the best times and days of the week to post on Facebook and Instagram – you can use the times we recommend in our content calendar, or you can pick from these times and days to find what works best for you.

Best times to post

Best times to post on Facebook:

- 1. 11am
- 2. 9am
- 3. 10am
- 4. 12pm
- 5. 1pm

Best days to post on Facebook:

- 1. Tuesday
- 2. Wednesday
- 3. Friday
- 4. Monday

Best times to post on Instagram:

- 1. 11am
- 2. 12pm
- 3. 1pm
- 4. 2pm
- 5. 10am

Best days to post on Instagram:

- 1. Tuesday
- 2. Wednesday
- 3. Friday
- 4. Monday

	SUN	MON	TUE	WED	THU	FRI	SAT
Week 1			11am - Post 1			10am - Post 2	
Week 2		10am - Post 3		12pm - Post 4			
Week 3			11am - Post 5			1pm - Post 6	
Week 4		11am - Post 7		12pm - Post 8			

Source: American Marketing Association, The Best Times to Post on Social Media, 2023

Post No. 1

Future business goals

Caption

Meet your future business goals with confidence – get protection for your life, health and income with one application and one bill. Message me and let's talk more about this fast, affordable coverage.

[DOWNLOAD IMAGE](#)

Image



Post No. 2

Affordable coverage

Caption

It's not as expensive as you think. 3-in-1 insurance protection for your life, health and income is easy to fit into your business's budget, and it can keep your business and family afloat if you die or can't work. Send me a message and we'll talk about just how affordable it can be.

[DOWNLOAD IMAGE](#)

Image



Post No. 3

Keep your business healthy

Caption

You focus on keeping your business healthy and growing – keep it running no matter what life brings your way. Send me a note to learn how affordable 3-in-1 coverage is one of the best ways to make sure your business can stand the test of time.

[DOWNLOAD IMAGE](#)

Image



Post No. 4

Plan for the future

Caption

What would happen to your business tomorrow if you died today? It's important to make plans for whatever happens – and 3-in-1 coverage for life, health and income helps you keep your business running no matter what life brings. Message me to learn more.

[DOWNLOAD IMAGE](#)

Image



Post No. 5

Support what matters most

Caption

As a business owner, your income pulls double duty – both your family and business depend on you. Make sure you can continue to support the things that matter most by bundling life, health and income protection with one application and bill. Send me a note to learn more.

[DOWNLOAD IMAGE](#)

Image



Post No. 6

Secure your goals

Caption

You may depend on your small business, but it depends on you even more. The first step to securing the goals you've worked so hard for is reliable insurance protection, like 3-in-1 coverage for life, health and income under one application. Message me to talk more about what's best for you and your business.

[DOWNLOAD IMAGE](#)

Image



Post No. 7

Take control of the future

Caption

If you run a small business, you probably worry about what tomorrow holds – take control of the future with an easy, affordable way to keep things going no matter what life brings. Send me a note to learn how bundled coverage can give you strong protection that fits your budget.

[DOWNLOAD IMAGE](#)

Image



Post No. 8

Protect your assets

Caption

Protect your most valuable asset – YOU. 3-in-1 coverage for life, health and income replacement helps ensure your business keeps running even if you can't work, keeping your family, employees and dreams secure. Let's talk more about protecting what matters most.

[DOWNLOAD IMAGE](#)

Image

